



Video Ad Categorization

Analyze video ads at scale to identify sensitive content and comply with downstream partner creative policies



Ensure video ad quality for CTV, OTT and beyond

Advertisers are uploading massive amounts of creative assets onto AdTech platforms in order to meet the growing flocks of consumers embracing ad-supported video streaming services on Connected TVs and other devices. However, video content providers are adamant their upstream ad partners identify objectionable creative and abide by their policies regarding specific categories of ads. Failing to do so can cut off access to premium video inventory and hamper revenue opportunities in a flourishing market.

Video Ad Categorization empowers AdTech platforms to identify sensitive and offensive video creative at scale based on straightforward categories of contentious subject material. This AI-powered solution enables compliance with acceptable creative policies while alerting downstream partners to potentially objectionable ads or heavily regulated advertising such as pharmaceuticals and political campaigns.

15+

Diverse
categories

30

Minutes to
analyze creative

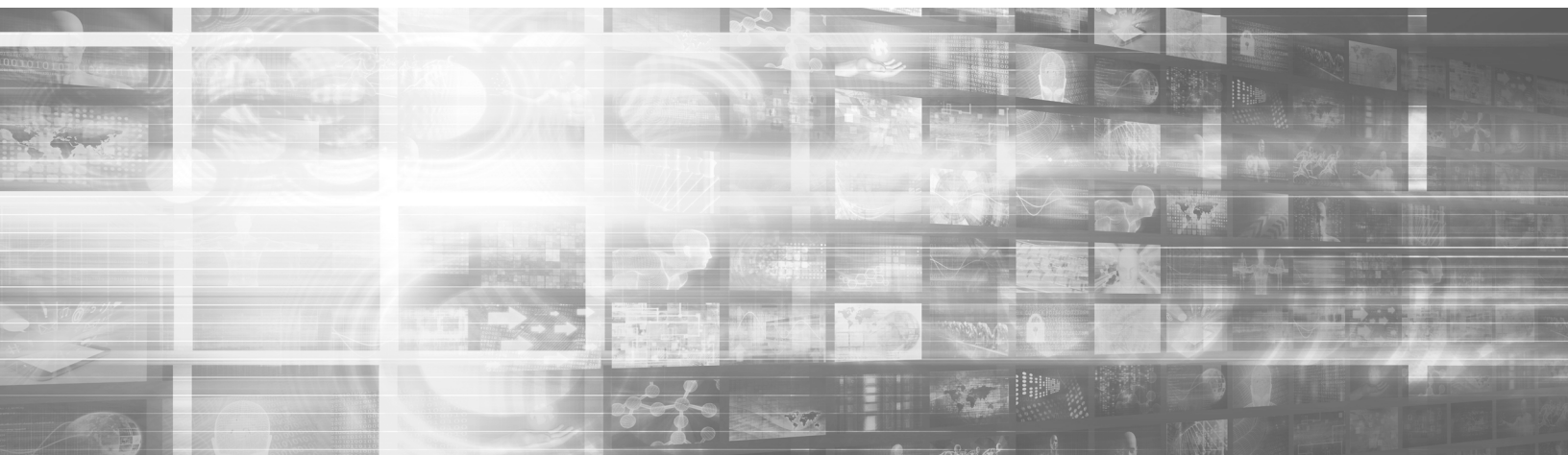
20+

Technical components
evaluated

Leverage a robust creative classification system

15+ categories developed with AdTech companies, including:

- Alcohol
- Gambling
- Inflammatory/Hate
- Marijuana (CBD + THC)
- Nudity
- Pharmaceuticals
- Political
- Tobacco
- Violence
- Weapons
- and more





Operate at scale through AI

The Media Trust's AI-powered video analysis platform leverages speech transcription, object and text identification, and logo identification to evaluate creatives against more than 15 categories of sensitive subject matter. AdTech platforms can easily upload large batches of video creative through The Media Trust API and employ the intuitive interface to manage policies, alerts, and tolerance thresholds based on a sliding AI confidence scale. Descriptive policy violations and video playback can be quickly surfaced in the interface, where you can also remediate creative issues with advertisers directly.

1. Client submits large batches of video creatives and campaigns through The Media Trust API



2. AI analyzes creatives against more than 15 categories, applying a confidence score to each

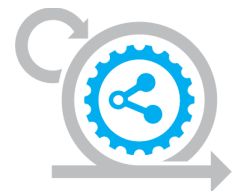


3. Alerted to policy violations, client can review playback in UI and remediate with their partners



Intuitive UI and comprehensive reporting

- **Reduce overhead**
Automate your creative review process and continuously monitor for policy compliance
- **Streamline resolution**
Share policy violations with partners directly and offer benchmarks for improvement
- **Enhanced controls**
User interface allows video playback and options for further review, escalation, and reconsideration
- **Highly customizable**
Focus on the categories most important to you and your partners
- **Flexible alerts**
Customize notifications through API or email, tracking issues in real time
- **Rapid deployment**
Implementation requires minimal setup through a flexible API



Complementary products:

- ▶ Security
- ▶ Digital Risk Management
- ▶ Holistic Ad Quality



THE MEDIA TRUST

Creating better digital ecosystems
to govern assets, connect partners
and enable digital risk management.

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